



NEWS
For immediate release

La Presse to launch new digital media platform April 18

Montréal, March 5, 2013 – La Presse will launch its new digital media platform on April 18. The new platform will be called (named?) La Presse+ and will complement La Presse's other platforms, including *La Presse* newspaper, lapresse.ca website and La Presse Mobile application.

Guy Crevier, President and Publisher of La Presse, said: "Nearly three years ago, La Presse began laying the foundations for a major digital project. Since then, significant human and financial resources have been invested in R&D for a new digital platform for tablets. The development of La Presse+ proved to be an exciting challenge for the entire team, because we are intensely driven by the objective of offering our readers the best possible media platforms for staying informed."

All the details concerning La Presse+ will be announced at launch time.



About La Presse

La Presse, French-language news medium of record, is distributed on several platforms, including mobile applications, paper, and the Web. Its content features distinctive, rich and diversified coverage of news and current events. Recipient of numerous awards for the quality of its content and its design, *La Presse* is also known for its in-depth series and special reports, as well as for the large amount of space it devotes to discussion and debate.

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Information

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